

## Raising Awareness of Africa's Endangered Elephants Through Design, Adventure and Passion

Adventurer, conservationist and speaker, Holly Budge, is inspiring and educating a global audience about the devastating impact of the elephant ivory trade.

Few people know that 96 African elephants are poached each day for their ivory. At this astonishing rate they will be extinct in the wild within a decade. Holly has turned this disheartening statistic into a powerful and award-winning campaign called 'How Many Elephants', which uses design as a powerful tool to bridge the gap between scientific data and human connection.

The 'How Many Elephants' exhibition showcases 35,000 elephant silhouettes, the current annual poaching rate in Africa, in a striking art installation and also online. The 'How Many Elephants' online exhibition launched on Instagram (@howmanyelephants) on January 1<sup>st</sup> and each day a square of 96 elephants is posted depicting the daily poaching rate. This will continue throughout 2019 to show the sheer scale of the poaching crisis. Holly has purposely avoided using gruesome images of mutilated elephants to shock, as she believes we have become desensitized to this approach. To actually see and connect with this data visually is highly impactful.

The multi award-winning, design-led, 'How Many Elephants' exhibition is touring Beijing, Shanghai and Hong Kong in October 2019 to raise awareness of the elephant crisis. Throughout the tour, Holly, a noted public speaker who has spoken internationally on design, conservation and adventure, will deliver a series of talks and interactive workshops in educational, public and corporate spaces. The exhibition will be showcased in multiple locations, with daily coverage.

To date, over 1000 school children have visited Holly's exhibition and taken part in her workshops and visual petition. Holly feels passionate about working with these young minds, whom she refers to as *"the actionable change-makers of tomorrow"*. Each child colours in an elephant as part of Holly's global visual petition where each artwork is replacing a traditional signature. The children then have their own exhibitions at school to keep spreading the message amongst their peers, parents and teachers. Holly is hoping to get thousands of artworks from around the globe uploaded on social media, using her hashtag, #howmanyelephants. She is petitioning for rural African communities to see benefit from tourism and the wildlife alive.

Holly immersed herself with the Black Mambas, an all female front line anti-poaching team in South Africa and documented her experiences with these inspiring role models on film. She comments:

*"It was a privilege to immerse myself with the Black Mambas to intimately learn what drives and motivates these pioneering women to pursue their multifaceted roles as protectors, educators and beacons of hope. Armed only with pepper spray and handcuffs, these women patrol hunting grounds of armed poachers who pose an imminent threat to the elephant species. They also strive to change attitudes towards the role of women in Africa and beyond. I have fundraised £9500 so far for the Black Mambas."*

Holly is working with three direct action initiatives in Africa including The Black Mambas, Victoria Falls Wildlife Trust and National Park Rescue. They are all doing valuable work on the ground. Every penny raised for them is accounted for and is having an impact.

Holly was quite literally on top of the world when she summited Mount Everest to raise awareness and funds for anti-poaching projects. She was sponsored to take part in this expedition and climbed the mountain in a two-man team. To date, she has helped raise over £300k for a diverse range of charities through her adventures and charity work. As a double world record holding adventurer, Holly is the first woman to skydive Everest and race semi-wild horses 1000 kms across Mongolia in just nine days. She is in a prime position to share her experiences and encourage others to pursue their own journeys with purpose and show that with self-belief, determination and resilience, even the biggest of challenges can be overcome.

Holly is an energetic and engaging motivational speaker. She has spoken at many world class events and conferences, including at the Conservation Lab in Cape Town, 'calling on the sharpest minds in conservation' to share ideas and expertise that lead to informed decisions and more effective action in wildlife conservation in Africa.

**" Holly is a passionately using her creative and adventurous endeavours to make a positive contribution to elephant conservation in Africa"**

Colin Bell  
Tourism Professional | Conservationist | Author

**"Holly is a remarkable lady with a string of talents. Her passion shines through and her creative talent and commitment to a cause she really cares about has led to her amazing exhibition 'How Many Elephants' designed to both educate and stop this horrific cull."**

Fiona Jeffery OBE  
Founder of 'Just A Drop'

Links:

ARTICLE IMAGES HERE - <https://goo.gl/yydcP4>

JOIN THE PETITION HERE - <https://www.howmanyelephants.co/#colour-petition>

How Many Elephants Brochure - <https://goo.gl/qaJhs4>

Holly Budge Overview Brochure - <https://goo.gl/Nw5p1U>

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